

**Route 101 Auxiliary Lanes Project**  
**DRAFT Open House Logistic Sheet**  
January 19, 2007

| Task  | Description  | Deadline  | Status         |
|---|--|---|----------------|
| Mailing List  | <ul style="list-style-type: none"> <li>Parcel Quest Research</li> <li>Reverse Directory for Businesses along Corridor</li> <li>Contact Burlingame and San Mateo Cities for relevant HOA contacts &amp; Special Interests (Internet)</li> <li>Include Regulatory Agencies (David Powers)</li> <li>Mayors, County Boards, State &amp; Federal Senators (no City Council Members needed)</li> <li>Include Library Repositories</li> </ul>   | Mid June<br>PAM   | Draft Complete |
| Meeting<br>Date/Time/Format/Location  | <ul style="list-style-type: none"> <li>Location: San Mateo Municipal Golf Course</li> <li>Open House</li> <li>Hold Tuesday, August 19 (Confirmed)</li> <li>From 5:30 to 7:30 PM</li> <li>Approx. 25-50 attendees—need room for exhibits</li> <li>Determine Staffing Needs for CT/R&amp;M/SMCTA</li> <li>No Court Reporter—All comments must be completed in written format</li> </ul>  | First Week of June<br>PAM<br><br>Poplar Creek Golf Course<br>Dominic's Restaurant<br>1700 Coyote Point Drive<br>Free of Charge per Tim Heck<br>650.522.7512 | Complete       |
| Mail Draft IS/EA Announcement & Document<br><br><i>Number of Hard Copies:</i><br>SMCTA – 8<br>CT – 13 (8 for Env. & 5 for PM's)<br>Libraries – 2<br>SM City Hall – 1<br>R&M – 5<br>PAM – 1<br>David Powers – 1<br>Regulatory Agencies – 46<br>Extra – 20<br><b>Total - 97</b><br><br><i>Number of CD's</i><br>CD ROM - 15 | <ul style="list-style-type: none"> <li>Confirm List of Regulatory Agencies to Receive Document (work w/John Hesler 408.248.3500 x24)</li> <li>Arrange placement at the State Clearinghouse (Min. 15 hard copies &amp; 1 CD ROM)</li> <li>Include CT Transmittal Letter in Mailing</li> <li>Confirm Library Location &amp; Contact Placement of Hard Copy (<b>Mailing</b> Addresses Below)</li> </ul> <ol style="list-style-type: none"> <li>Burlingame Library: Attn: Pat Harding<br/>480 Primrose Road, Burlingame, CA 94010</li> <li>Millbrae Library: Attn: Warren Netz<br/>1 Library Avenue, Millbrae, CA 94030</li> <li>San Mateo City Clerk, San Mateo City Hall,<br/>330 West 20<sup>th</sup> Avenue San Mateo, CA 94403</li> </ol> <ul style="list-style-type: none"> <li>PDF document for SMCTA Web site and burn 15 CD ROM's (R&amp;M)</li> <li>Mail Document (David Powers?)</li> <li>Public Written Comments due by August 29</li> <li>Final Document complete October 2003</li> </ul> | Mid June<br>PAM Develops Mail List<br><br>July 24 –Mail ED<br><br>Available Monday, July 28   | Draft Complete |

|   |  |  |                |
|---|--|--|----------------|
| Announcement Flyer & Elected Officials Invite Letter  | <ul style="list-style-type: none"> <li>Project Description (Objectives), Open House Info, Project Area Map, Schedule, Funding, Comment Period, Document's Availability</li> <li>Self Mailer 8.5 x 11, Black Ink/Color Paper</li> <li><b>Letter to Elected Officials</b> from CT (PAM prepares, <i>CT distributes</i>)</li> </ul> | <p>Mid July<br/>Drafts to CT &amp; SMCTA</p> <p>Mid July</p> <ul style="list-style-type: none"> <li>PAM Distributes Announcement <ul style="list-style-type: none"> <li>CT distributes Elect Officials Letter</li> </ul> </li> </ul> | Draft Complete |
| Display Ad<br>San Mateo Times: \$723.24 (3.9 x 14.5 to run on 7/28 submit 7/23 by noon)<br><i>Other Possibilities:</i><br>San Mateo Daily Journal: \$348 (3.22 x 14.5 due noon 7/25 to run on 7/28)<br>Redwood City Daily News : \$256.93 (3.33 x 14.8 due 7/23 to run on 7/28 Millbrae/Burlingame Section) | <ul style="list-style-type: none"> <li>Draft Env. Document Available for Review &amp; Scoping Meeting Announcement</li> <li>Approximate size 4 x 15 inches</li> <li>Placement –Approximately 1 week prior to Open House – Pam handles placement of 1 copy</li> <li>SMCTA handle placement of other two?</li> </ul>               | <p>Mid July<br/>Draft to CT &amp; SMCTA</p>  | Draft Complete |
| Media Release   | <ul style="list-style-type: none"> <li>Develop Media Release (PAM prepares, CT or SMCTA distributes)</li> </ul>  | <p>End of June<br/>Draft &amp; Final to CT &amp; SMCTA</p> <p>Transmit July 28 &amp; Media Alert 1 Week Prior to Event</p>   | Draft Complete |
| Exhibit Boards  | <ul style="list-style-type: none"> <li>Determine Exhibits Needed</li> <li>Create Exhibit Outline</li> <li>Develop Draft Boards</li> </ul>  | <p>End June<br/>PAM &amp; R&amp;M</p>  | In Progress    |
| Exhibit Review Meeting  | <ul style="list-style-type: none"> <li>Team Exhibit Review Meeting</li> </ul>  | TBA  | Pending        |
| Question & Answer   | <ul style="list-style-type: none"> <li>Internal Q&amp;A for team in preparation for Open House (PAM &amp; Team)</li> </ul>   | Mid July   |                |
| Meeting Materials   | <ul style="list-style-type: none"> <li>Agenda/Program, Comment Sheets, Name Tags</li> <li>Refreshments (cookies &amp; pretzels)</li> <li>Tables &amp; Chairs for Commentors</li> </ul>   | <p>Mid July<br/>Draft to CT &amp; SMCTA</p>  | Pending        |
| Meeting Documentation   | <ul style="list-style-type: none"> <li>Meeting Summary w/Attachments</li> </ul>  | End of July  | Pending        |

Initial List of Project Staff to Participate in Open House:

Caltrans

- Nandini Shridhar
- Bijan Ahmadzadeh
- Keyhan Moghbee
- Ed Pang
- Frances Maroni

- Lauren Wonder

SMCTA

- James McKim
- Marie Pang
- Erik Olafsson
- Joe Hurley
- Andrea Suarez

R&M

- Bala Rajappan
- Keith Meyer
- Wann Chui
- Kianoush Harirsas
- Marcelo Costino

- Havali Devabalem  
David Powers

- John Hesler

Public Affairs Management

- Ben Strumwasser

- Dawn Schellenberg